

WISCONSIN TRAFFIC SAFETY REPORTER

Vol. 4, No. 1
2001



**Buckle up,
Slow down,
Drive sober**

This was the message of a state-wide safety campaign launched during the holiday season in response to increasing traffic crash fatalities. During 2000, crashes in Wisconsin claimed 805 lives; up 8% from 1999.

What's causing this tragic loss of life? Alcohol use was the primary factor in 38% of last year's crashes, speed was the primary factor in 30%, and 65% of the fatalities were people not wearing seat belts.

During the campaign, WisDOT partnered with state and local law enforcement agencies, legislators, the news media and all of our transportation partners to help get the message out. Transportation district communication managers planned news conferences and then, along with State Patrol, Division of Motor Vehicles, and Bureau of Transportation Safety (BOTS) staff, appeared on programs and at local events. Community organizations also pitched in; for example, see the sidebar on page 3 about the Slinger SADD chapter.

John Evans, WisDOT-BOTS director, notes that the *Give death a holiday* campaign, which started in November, resulted in stepped up traffic enforcement, and this helped keep fatalities late last year below average. So far in 2001 fatalities are running well behind last year.

Please take time to consider how you can make a difference during 2001. Look for a new public awareness campaign, *Perform Death Defying Acts—Buckle Up, Slow Down, Drive Sober*, to be launched in late March or early April.

New, tougher OWI laws

Repeat drunk drivers and underage drinkers in cars face stiffer penalties under a state law that went into effect January 1. Act 109 increases the fine for second offense drunk driving by about 10%, increasing the minimum fine from \$300 to \$350 and the maximum from \$1,000 to \$1,100. It also doubles, triples, or quadruples penalties (depending on higher blood alcohol content (BAC)) for those who have been convicted of at least two past OWI offenses.

"This law drives home the point that Wisconsin is tough on repeat offenders," WisDOT Secretary Terry Mulcahy said. "We want people who drink and drive to know that they'll face some of the stiffest penalties in the nation if they choose to flout the law."

In addition, the new law establishes an "absolute sobriety" rule for drivers with three or more prior offenses. The legal limit for intoxication for those drivers is .02, the equivalent of having one beer or drink.

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Carrots, sticks and promises

Can social marketing help reduce driving after drinking?

Law enforcement ("the stick") and public information and education ("promises" that behaving better will improve your life) have been extensively used to reduce driving after drinking. Now a UW-Madison School of Business demonstration project is exploring whether these traditional approaches can be complemented by social marketing ("carrots").

For an issue like driving after drinking, there is a continuum of people from those who are prone to behave as desired to those who are resistant. Public

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Booster seats save young lives

by Nan Peterson, RN, MS

Motor vehicle crashes are the leading cause of death for children. Many adults don't understand the different stages of child restraint which are required throughout a child's growth. Since Wisconsin law requires child safety seat use only up to age four, many parents assume older kids are safe in just a seat belt. The message parents need to learn is this: when children outgrow forward-facing convertible seats, they need to be restrained in belt-positioning booster seats until they are big enough to fit properly in an adult seat belt.

Children who cannot sit with their backs straight against the vehicle seat back cushion, with knees bent over a vehicle's seat edge without slouching, are not big enough for adult seat belts. On a small child, the adult lap belt rides up over the stomach and the shoulder belt cuts across the neck. In a crash, this could cause serious or even fatal injuries. Children generally out-

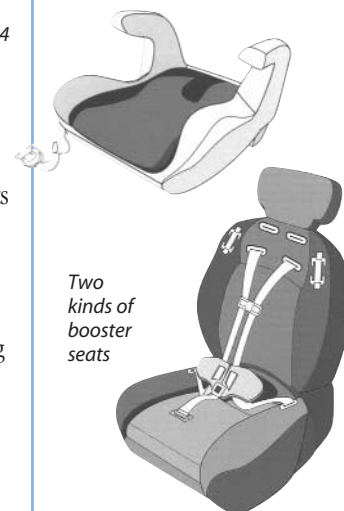
continued on page 2

Start planning! December is ...

National Drunk and Drugged Driving (3D) Prevention Month

Working together to prevent impaired driving, communities conduct public awareness and law enforcement campaigns. Planners from NHTSA provide activity ideas.

Contact WisDOT-BOTS at (608) 266-0402. Also visit www.3dmonth.org.



Two kinds of booster seats

From *Precious Cargo* (2nd edition)
© General Motors Corp. 1999.
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Operation ABC Mobilization

America Buckles up Children

Law enforcement will be out in force May 21-28 and November 19-25 to make sure everyone—especially every child—is properly buckled up. Six out of ten children killed in crashes are completely unrestrained. Last November, 184 agencies in Wisconsin participated. The Air Bag and Seat Belt Safety Campaign and NHTSA are leading the charge.

For a participation form, contact Don Hagen, WisDOT-BOTS, don.hagen@dot.state.wi.us. Also check out the *Click it, Why Risk It?* campaign to increase seat belt use through enforcement, public information and education.

Booster seats

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grow convertible child safety seats when they reach 40 lbs. From 40 to about 80 lbs and 4'9" tall, children should always be seated in a belt-positioning booster so that adult lap/shoulder seat belts are positioned correctly and safely. Booster seats also offer children better visibility and comfort.

NHTSA and Madison Area SAFE KIDS Coalition recommend informing parents that:

- Child safety seats—including boosters—are very effective in saving lives.
- All children ages 12 and under should sit properly restrained in the back seat.
- It is critical for parents not to move their children too quickly into adult seat belt systems, skipping booster seats altogether.
- Parents should have their safety seats inspected by a local certified child safety seat technician; such checks find high misuse rates.

For information on child passenger safety, or to find a certified child safety seat technician near you, check with NHTSA at (888) 327-4236 or www.nhtsa.dot.gov/people/injury/childps, or the National SAFE KIDS Campaign: (800) 441-1888 or www.safekids.org.

Tougher OWI laws

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Underage persons who drink face a 30 to 90-day suspension of their driver license for a first offense and a mandatory one-year suspension for a second offense within a year if the offense involves a motor vehicle. Not only drivers, but also passengers, face a driver license suspension. The mandatory provision is new. Previously courts had the discretion of suspending a license up to one year.

Last year in Wisconsin, there were 21,104 motorists with three or more OWI convictions, 35,208 with two, and 199,008 with one. Wisconsin has about 4.4 million licensed drivers.

From the WisDOT Web site at www.dot.state.wi.us.
For more information, contact John Alley, WisDOT,
(608) 266-0614 or john.alley@dot.state.wi.us.

Child passenger safety

Technician trainings

SAFE KIDS coalitions in Wisconsin and WisDOT are offering four-day technical training for child passenger safety advocates and practitioners. Learn to identify and correct the misuse of child restraints.

Cost: \$30. Class size limited so register ASAP. Call Kareen Everman at (715) 344-7101.

Madison	MAR 26-29
Janesville	APR 9-12
Marshfield	APR 17, 18 APR 23, 24
Eau Claire	MAY 9-12
Monroe	MAY 21-24
Milwaukee	JUN 11-14
Appleton	JUN 13-16
Superior	JUL 24-27
Green Bay	AUG 14-17
Milwaukee	SEP 10-13
Wausau	SEP 17, 18 OCT 5, 6
Manitowoc	NOV 5-8



The **Wisconsin Traffic Safety Reporter** is published by the Bureau of Transportation Safety, Wisconsin Department of Transportation. Its purpose is to promote transportation safety, to recognize worthwhile programs, to educate and to share ideas with safety professionals.

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Get to know . . . Patti Peterson

Regional Program Manager
WisDOT Bureau of Transportation Safety

Since 1997 Patti has been the regional program manager (RPM) for northcentral Wisconsin. Based in Wisconsin Rapids, she serves Highway Districts 4 and 7, which cover 17 counties.



In the spring of 1999, Operation Teen Buckle Down—an incentive program aimed at getting teens in the habit of always buckling up—was first piloted in her area, at DC Everest High School in Schofield and at Nekoosa High School. The program includes incentive prizes chosen by students, an education component, and strong positive law enforcement presence.

Success was dramatic in one case. In September 1999, two Nekoosa High School graduates who had participated in the program were in a five-car crash resulting in one fatality. Both were wearing their seatbelts; the driver walked away, and his passenger has now fully recovered. At the Governor's Conference on Highway Safety in June 2000, these young men received the Survivor of the Year Award.

Patti has received certification as an Operation Lifesaver presenter (promoting safety at railroad crossings), and also certification from AAA and NHTSA as a Child Passenger Safety Technician.

If your community has traffic safety concerns, give your RPM a call to team up to prevent injuries and save lives.

Contact Patti at (715) 421-7368 or
patti.peterson@dot.state.wi.us.

MOBILE EYES Against Dangerous Driving

by Axel Anderson

The MOBILE EYES program rewards cell phone callers who report impaired drivers. In operation in Dane County for over three years, it has resulted in more than 260 OWI arrests and many other citations.

Coordinated by the Sheriff's Office, the program is a collaboration among 27 local law enforcement agencies in Dane County. Local businesses (Karcom, Anchor Bank, AAA Wisconsin, and Axley Brynelson) have contributed the funds for rewards, and so far citizen callers have received over \$20,000.

The program recently received the law enforcement award from the National Commission Against Drunk Driving, which is given to the agency which has developed the most effective program to deter or arrest impaired drivers.

Among MOBILE EYES arrests:

- a high percentage of multiple offenders (43%, compared to 27% statewide)
 - 58% of the drivers were 35 or older, compared to 35% statewide
 - 60% occurred between 6 AM and 10 PM, times not usually associated with impaired driving.
- If it were not for the cell phone reports, many of these drivers probably would have eluded apprehension.



Axel Anderson receives the National Commission Against Drunk Driving's law enforcement award for the MOBILE EYES program.

Since the program began, there has been a 20% reduction in alcohol-related crashes and injuries involving drivers 21-34 years old, compared to 9% for all ages.

Contact Axel Anderson, OWI Program Coordinator, Dane County Sheriff's Office, at (608) 284-6933 or anderson.axel@co.dane.wi.us. Also see his profile on page 6.

On the Web

Impaired Driving Prevention Network

Substance abuse prevention professionals working at colleges now have a handy source for information on impaired driving prevention programs—the Impaired Driving Prevention Network, on the Web at www.uhs.wisc.edu/wch/WCHDOT/. WisDOT has partnered with the Wisconsin Clearinghouse for Prevention Resources (WCH) to create this site which offers information on funding, evaluation, best practices and model programs.

Unveiled in August, the site offers a broad array of resources related to high-risk alcohol and drug use on college campuses. Prevention professionals can learn about college programs that have been evaluated and proven to be successful. Currently NHTSA is offering a *Community Action Guide* for promoting and implementing designated driver programs. The latest funding update has information about grants for alcohol and drug prevention model programs on college campuses.

Soon WCH will also launch an email discussion group for Wisconsin college prevention professionals.

Contact Emi Narita, WCH, at (608) 262-7469 or enarita@facstaff.wisc.edu.

University of Wisconsin Law School Resource Center on Impaired Driving

In the tradition of "the Wisconsin Idea" the resource center is a partnership between the University of Wisconsin and state government.

Located in the UW Law School's Office of Continuing Legal Education and Outreach, the center provides a wide range of alcohol-related data and legal information on impaired driving issues to judges, prosecutors, defense attorneys, law enforcement agencies, legislators, educators and citizens. The idea for a clearinghouse was initially proposed by WisDOT-BOTS while developing its Alcohol Traffic Safety Plan.

The 2nd Annual Wisconsin Prosecutor's Seminar on OWI, held in November 2000, was sponsored by the Office of Statewide Prosecutors Education and Training, in cooperation with RCID and WisDOT-BOTS.

The 7th Annual Traffic and Impaired Driving Law Program will be hosted by RCID in cooperation with WisDOT-BOTS; see *Hot Topics* on page 8.

Visit RCID at www.law.wisc.edu/rcid/

SADD students spread the word

Late last year Slinger High School students in the SADD chapter (Students Against Drunk Driving) and in driver ed classes held a placemat design contest with a *Give Death a Holiday* safe driving message.

They raised \$1,000 to pay for 31,000 placemats which were used in the school cafeteria and at local restaurants.

Contact Amy Keliher at KeliherA@slinger.k12.wi.us.

.08 BAC gains standing

With the signing of the Federal Transportation Appropriation Bill in October 2000, .08 BAC gained additional standing as the uniform definition of drunk driving. Eighteen states (but not Wisconsin) currently comply with this standard, and starting in October 2003, states without a .08 per se law will lose a percentage of their federal highway construction funds.

From NHTSA's *Building Safe Communities* newsletter

New program manager

Youth alcohol prevention and education

BOTS welcomes Blinda Beason as our new program manager in the crucial youth alcohol prevention and education area. She has worked 14 years for WisDOT, previously as a program and planning analyst in the Wisconsin State Patrol state headquarters—Madison office.

You can reach Blinda at (608) 264-7337, or email blinda.beason@dot.state.wi.us.



Wisconsin walks ... safely!

by Rick Brooks

A "Safe Community" ...

according to NHTSA, is one which promotes injury prevention activities at the local level, using a "bottom up" approach involving its citizens in addressing key local injury problems.

www.nhtsa.dot.gov/safecommunities/

Safe. Community-building. Fun.

This is how participants described what happened last October 4 when thousands of Wisconsin children and adults joined millions world-wide on International Walk Our Children to School Day.

"We wanted to get kids and their parents thinking about safe routes and safe practices for drivers and bicycle riders as well as walkers," says Justine Lodl at the Center for Childhood Safety in Green Bay. "More than 2,000 kids, moms and dads, grandparents, law enforcement officers, school athletes, teachers and business leaders participated throughout Brown County." Radio and TV stations helped promote the event, and the YMCA offered swimming passes to families who walked together.

Plans are already afoot for similar events statewide in October 2001, and funds are available to help promote safe walking for people of all ages.

For a kit with tips on community organizing, contact Wisconsin Walks, Health Promotion Project at (608) 265-4079 or visit www.dcs.wisc.edu/pda/applepie. Also check out www.walktoschool-usa.org.

Carrots, sticks and promises

from page 1

information and education work for those who are prone to behave, while it may take law enforcement for those who are resistant. However, marketing—which offers incentives and rewards for desired behavior—has been neglected. "A carrot" might prove useful in managing the behavior of those who just need more motivation.

The BOTS-funded project, led by Professor Michael Rothschild, targets 21-34 year old single males who drink and drive, their friends and family, and those who sell them alcohol. In recent years, alcohol involvement in motor vehicle crashes has declined substantially among 15-20 year olds, but among young adults over the legal drinking age it has declined very little.

Last summer, six brainstorming focus groups were held with professionals who deal with those who drink and drive to generate ideas for alternative transportation (e.g., bus, designated drivers) and incentives (e.g., free food for designated drivers) which might provide the needed motivation. In the fall, twelve focus groups were held with 21-34 year old single males who drink and drive to get their reactions to these ideas.

WisDOT will next implement the top ideas in a field experiment. Several communities will each select a set of ideas for implementation, while other communities will continue with no new programs. After the test period, drinking-driving patterns in the test and control communities will be evaluated.

Contact Professor Rothschild at mrothschild@bus.wisc.edu.



Contact Cheryl, GMSCC, at Cwittke@aol.com.

Community teamwork in Madison

by Cheryl Wittke

The Greater Madison Safe Community Coalition, in partnership with Madison Area SAFE KIDS Coalition, organized the Walk Our Children to School Week/Walkable Neighborhoods Campaign for the second year in a row. Over 7,000 children, 22 schools, 20 neighbor-

hoods and five Dane County communities organized their own pedestrian safety activities. A grant from AAA Wisconsin funded 2,000 yard signs. Law enforcement agencies helped with planning and supported activities at the school and neighborhood levels.



ABOVE: GMSCC coalition members establish injury prevention priorities and plan community-wide projects.

LEFT: Children from Cottage Grove Elementary School during Walk Our Children to School Day.

Roundabouts

Safer, more efficient intersections

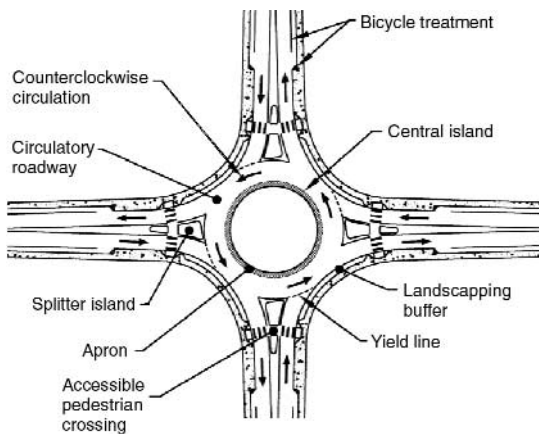
What's round and has three, four or more legs? It's a modern traffic roundabout.

Three newly built roundabouts in the village of Howard (near Green Bay) are easing congestion and improving safety (see the Web at www.village.howard.wi.us). One is in front of the Howard High School, and on the first day of school last fall 150 cars passed through smoothly during the peak five minutes. There were six reportable crashes at this intersection in 1996, but none in 2000.



Roundabout in Howard at Cardinal Lane and Lineville Road.

Modern roundabouts, well established in Colorado, Florida and Maryland, are easy to drive, unlike old fashioned rotary intersections found, for example, in Boston. Entering traffic yields to vehicles already in the intersection and only merges with traffic from the left. Each approach leg has a merge and diverge point and there is no crossing traffic.



Roundabouts don't necessarily need more right of way space than a standard four-way stop intersection, and they can take less space than a signalized intersection with extra turn lanes. They operate well under a wide range of traffic volumes, but work best if traffic flows are relatively balanced from all approaches.

Brown County plans to build three roundabouts in DePere in 2001 and others around the county in the future.

From: **Crossroads** (Summer 2000), published by the Transportation Information Center, UW-Madison (also see page 6).

Contact Cole Runge, Brown County Planning Commission, (920)448-340 or coleru@ci.green-bay.wi.us

Do-Not-Resuscitate orders for non-hospitalized patients

Cardio-pulmonary resuscitation (CPR), even when done properly, is not always effective on a person who is elderly or has a serious medical condition. People with such conditions can request not to receive CPR by completing a Wisconsin Do-Not Resuscitate (DNR) physician's order. Wearing the standardized DNR bracelet indicates that a person has this DNR order.

Issued by the attending physician, DNR orders direct emergency medical technicians, first responders, and emergency health care facility personnel not to attempt CPR when a patient is wearing an approved bracelet.

These statutes only apply to the emergency personnel noted above, who are primarily pre-hospital and emergency department health care providers; they do not control DNR orders for inpatient hospital or other inpatient settings. A patient must wear the standardized identification bracelet for the DNR order to be valid and honored by emergency personnel.

For information on who is eligible for a DNR bracelet, and what emergency personnel may and may not do, contact the attending physician or the Wisconsin Department of Health and Family Services, (608) 267-7147.

Truck Public Safety Committee

by Stacey Black

Three years ago, concern about speeding trucks prompted Milwaukee County Sheriff Lev Baldwin to get in touch with WisDOT, and together they helped launch the Truck Public Safety Committee. Membership now includes law enforcement agencies, WisDOT representatives with engineering and traffic safety expertise, fire department hazardous material experts, the Milwaukee County district attorney, Wisconsin Motor Carriers Association (WMCA), trucking company safety directors, a teamster representative, State Senator Alberta Darling, and Representative Jeff Stone, chair of the Assembly's Highway Safety Committee.

Goals include improved training for truck drivers, better road sharing awareness by motorists, and better cooperation among member organizations.

TPSC projects have included improving signage (e.g., the converging chevron pavement markings on the ramp from northbound I-94 to westbound I-894 in Milwaukee, designed to reduce truck tip-overs), creating a truck safety brochure targeting driver ed classes, and hosting, along with WMCA, a truck safety fair for the public each October on the Summerfest grounds in Milwaukee (see photos).

Contact Deputy Inspector Stacey Black, MCSD, at (414) 278-4742 or sblack@milwcnty.com.

More about ... roundabouts

FHWA has published *Roundabouts, an informational guide*, covering mini-roundabouts up to freeway interchange roundabouts. On the Web (as a PDF) at www.tfhrc.gov.

WisDOT and the City of Milwaukee have produced a brochure which introduces this guide and discusses the development of WisDOT roundabout policies and guidelines.

Contact Pat Fleming
WisDOT, (608) 266-8486 or
patrick.fleming@dot.state.wi

More about ... traffic calming

www.trafficcalming.org

www.ite.org (Institute of Transportation Engineers)

www.trans.ci.portland.or.us/Traffic-Management/Traffic-Calming/



At Milwaukee's October 2000 truck safety fair, towing industry experts use airbags to right a tanker truck.

FEBRUARY/MARCH 2001

WHSP Partners

WISCONSIN HIGHWAY SAFETY PARTNERSHIP

The Wisconsin Highway Safety Partnership (WHSP) fosters better communication and cooperation among public and private organizations which promote traffic safety. This section of the *Traffic Safety Reporter* profiles members of the WHSP partnership.



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WHSP Web site
www.danenet.org/wisms

Axel has had numerous careers prior to his present one with the Dane County Sheriff's Office, where he's been for 14 years.

After graduating from Michigan State University in 1968 in psychophysiology, he was a counselor at Northwest Passage, a residential treatment center in northern Wisconsin for chemically dependent and emotionally disturbed teens. "My background in treatment showed me that we have to be more proactive to prevent the tremendous costs and suffering that result from alcohol abuse."

Before taking over the Dane County program, he coordinated the Burnett County Community Traffic Safety Program, the first in Wisconsin funded by NHTSA. Of all of the original CTSPs, begun in the mid-1980s, Dane County's is the only one which was funded locally and which is still in full operation.

He has formed several successful collaborations with other law enforcement agencies and local businesses: Operation NightCAP (Nighttime Concentrated Alcohol Patrols), CARE FARE (half-price cab fare program), and his latest project, MOBILE EYES Against Dangerous Driving (see page 3).

"I try to devote at least half of my energy and resources to teaching young people how to access their "high" state and to take positive social risks without the use of alcohol. Many adults find it difficult to socialize without alcohol. Without some training, it's really tough for teens."



Jack Arseneau

Wisconsin
Transportation
Builders Association

WTBA is a state-wide association representing

about 150 contractor companies involved in all phases of transportation construction, and 150 associate companies that provide products and services to the industry, including equipment sales, insurance and consulting.

Jack joined WTBA as deputy executive director in 1986. Prior to this, he served for 23 years as a design and construction engineer with WisDOT, and in that role he became especially aware of the need for safety in construction. With WTBA he serves as a liaison between WisDOT and the industry; his work includes preparing specifications, resolving conflicts, and promoting enhanced work area safety practices.

A major concern for contractors is the safety of their crews and the traveling public. This issue has snowballed as more and more construction consists of rehabilitating and reconstructing existing roads. The public increasingly demands that traffic continue on roads under construction, so roads are often built during the evening and night, but this is more hazardous than daylight construction.

Safety is WTBA's highest priority, and it has worked with WisDOT to produce many service messages and safety videos for both work crews and the public. Transportation builders are ready to pitch in wherever necessary to ensure good safe roads during the entire construction season.

Contact Jack at (608) 256-6891 or rseneau@midplains.net.



Professor Don Walker

Wisconsin Transportation
Information Center
University of Wisconsin-Madison

Don is the director of the Transportation Information Center, which provides training and technical assistance to local highway agencies. Sponsored by the Federal Highway Administration, WisDOT and the University of Wisconsin, the TIC works with all levels of local government—cities, counties, villages and towns—providing workshops, a quarterly newsletter and other publications.

Offered at seven sites state-wide, the one-day workshops cover a wide range of topics, from large highway projects to routine road maintenance. The winter road workshop, for example, covers winter road maintenance, new equipment, snow removal techniques, liability and policies. Work zone safety is a new workshop topic.

Publications include booklets (e.g., a work zone safety manual), 21 four-six page fact sheets on subjects such as pavement, maintenance and signing, and the lending library includes 300 videotapes.

A registered professional engineer and land surveyor, Don has done research on construction materials in the private sector, served as assistant highway commissioner for Dane County, and has worked as an engineering consultant.






A professor in the Engineering Professional Development Department at UW-Madison since 1981, he helps develop and present national-level courses, and TIC staff tailor up-to-date material from these courses for use by local government agencies in Wisconsin. Don stresses that it is the partnership of the three sponsoring organizations which makes the TIC a valuable resource.

Contact Don at donald@engr.wisc.edu or (608) 262-7988.



TEACHING SAFE BICYCLING Training for Trainers Workshops

TOPICS

-  Understanding the Child Bicyclist
-  How Bicycle Crashes Happen
-  Hands-on Demonstration:
Teaching Bike Safety to Children
-  Bicycle Ride: Community's Accommodations
and Hazard Identification
-  Working Together Locally for Successful
Bike Safety Programs

Preparation for taking this workshop

Bring a bicycle and a correctly fitted helmet. These are necessary for the PM bicycle ride, a required learning activity. Wear comfortable clothes and shoes, including cool or wet weather gear.

The program begins at 8 AM with a mini-breakfast, get acquainted and pre-test period. Lunch is provided. Ends by 4:30 PM.

There is no registration fee, but pre-registration is required and limited to 45 people per site.

No on-site registration or walk-ins accepted. Use the form below to register.

Confirmation, directions and a participant list for your site will be mailed by April 10. We encourage car pooling when possible. Be sure to plan for bringing bikes or renting one in training city (only need it in PM, but no time during day to pick up bike).

Contact JoAnne Pruitt Thunder, WisDOT, at (608) 267-3154 or joanne.pruitt-thunder@dot.state.wi.us

How useful are BOTS bike safety materials?

by Matthew Birnbaum

WisDOT-Bureau of Transportation Safety (BOTS) provides a wealth of bike safety print materials, but how useful are they? A BOTS-funded evaluation has just been completed by a team at the UW-Oshkosh Graduate School of Public Administration.

Our survey targeted 416 people working in schools, police departments, public health agencies, transportation planning departments and bicycle stores across Wisconsin.

A little over 50% are aware of BOTS bike safety materials. Of these, 36% use them in their work, and of those who do, almost two-thirds have positive opinions of them. They provide these materials primarily to elementary school children. Among those who do not use BOTS materials, 53% were unaware of them.

Almost two-thirds of the survey group think class instruction, bike rodeos and other outreach events are more effective than distributing print material. Fewer than 10 % have participated in an adult bike safety course.

Respondents urged that bike safety messages address wearing bike helmets, riding safely in traffic, being visible while riding at night, and motorists' responsibilities. An analysis by UW-Oshkosh found BOTS materials do provide all these and more safety messages. These materials include brochures for children, adult bicyclists, parents and motorists, posters, a third grade level coloring book, a bike inspection sheet and other items. Though not part of this evaluation, pedestrian and school bus safety items are also available.

To order these materials contact JoAnne Pruitt Thunder (see at left) or use the Transportation Safety Materials Request Form from the transportation safety section of the WisDOT Web site at www.dot.state.wi.us.

Contact Professor Birnbaum at birnbaum@uwosh.edu.

Pedestrian safety EVENTS

Pedestrian Roadshow Summit

May 21-22

For communities that have held roadshows; share experiences, strategies, barriers and plans. To learn about the basic Pedestrian Roadshow process, visit www.ota.fhwa.dot.gov/walk.

Pedestrian law enforcement training


May 23-24

Includes how to do traffic stops leading to convictions for failure to yield and red light running at pedestrian-occupied intersections. Also some planning and engineering design for pedestrian and motorist control.

Locations to be announced. **Trainers:** Dan Burden, John Moffatt. Both events by invitation; contact JoAnne Pruitt Thunder (see at left).

Volume & Number

Starting with this issue, the *Wisconsin Traffic Safety Reporter* will be identified by volume and number rather than month and year.



TEACHING SAFE BICYCLING Eleventh Annual Training for Trainers Workshops Select Your Site!

REGISTER by Tuesday, April 3, 2001

Please see details above. Complete a form for each person who is registering and fax to (608) 267-0441, or mail to:

Teaching Safe Bicycling – Room 933
WisDOT
P.O. Box 7936
Madison, WI 53707-7936

Please register me for the following TSB workshop:

- ☐ Verona–Fitchburg (southwestern area), Saturday, April 21
- ☐ Shawano (northern area), Thursday, April 26
- ☐ Oconomowoc (southeastern area), Saturday, April 28

Name _____

Title _____

Agency _____

Address _____

Daytime telephone () _____



South Milwaukee police department's annual bike safety rodeo

Protecting our children

Bike safety in South Milwaukee

by Officer Mick Olson

In 1986, the South Milwaukee Police Department held its first bike safety rodeo, and its success cemented the department's commitment to the program. But the night after the next year's rodeo the program coordinator, Officer John Stoll, was killed in the line of duty.

His widow requested that memorials be used to establish a fund for the bike safety program. Citizens, civic organizations and local businesses donated several thousand dollars.

The rodeo was held every summer, but we in SMPD recognized we were reaching only a small portion of our community's youth. In 1999, we received a two year WisDOT-BOTS grant to create a new program; SMPD officers now work with physical education teachers to present bike safety to all third graders in the South Milwaukee School District.

Officers and teachers are trained and certified to present the state-approved *Basics of Bicycle Safety* curriculum. Teachers present the classroom portion, and then officers visit each school to present the "on bike" portion on the playground.

First presented in May and June 2000, our new program was a huge success. Many teachers added writing assignments and other classroom activities to supplement the learning experience, and parent volunteers were on hand to help the officers. Local businesses have provided 30 bikes and an enclosed trailer at a discount, and a local restaurant provides juice and cookies. Prize donations allow a drawing after each class.

Contact Officer Olson at Olson3@gateway.net.



7th Annual Traffic and Impaired Driving Law Program

April 17-18

Paper Valley Hotel, Appleton

For prosecutors, defense attorneys, law enforcement officers, policy makers, and others who work in the impaired driving arena.

Sponsored by the UW Law School Resource Center on Impaired Driving (see article on page 3), and WisDOT-BOTS

Contact Nina Emerson, RCID
(800) 862-1048, or
Carol Karsten, WisDOT-BOTS
(608) 266-0550.

27th Annual Governor's Conference on Highway Safety

June 26-27

Paper Valley Hotel, Appleton

Learn what's going on around the state in all areas of traffic safety.

Sponsored by WisDOT-BOTS

Child Passenger Safety/EMS for Children

Joint conference

October 14-15

Kalahari Resort, Wisconsin Dells

Contact Don Hagen, WisDOT-BOTS

(608) 267-7520

don.hagen@dot.state.wi.us.

Mark your
calendar!

What about BOB?

To learn more about the *Basics of Bicycle (BOB) Safety* curriculum, including training and/or funding for other communities, contact

JoAnne Pruitt Thunder

WisDOT-BOTS

(608) 267-3154 or

[joanne.pruitt-thunder](mailto:joanne.pruitt-thunder@dot.state.wi.us)

@dot.state.wi.us.

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